



# ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision 316203 /  
Original Date / Revision 10/29/12 10/29/12  
Advertiser DCCC

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Product Democratic Congressional Campai

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # 2216

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	10	\$49,087.50	\$57,750.00	0.00	10/29/12	11/06/12	10	\$49,087.50	\$57,750.00
Totals	10	\$49,087.50	\$57,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/30/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			2		\$750.00		0.00				
N 2	KNXV	11/06/12	11/06/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- T - - - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	- T - - - -			1		\$750.00		0.00				
N 3	KNXV	10/30/12	11/02/12		CM	430pm-5pm	- TWTF - -	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00



KNXV

Print Date: 10/29/12

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Contract / Revision **316203** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **2216**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430pm-5pm											
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$2,500.00		0.00			
N 4	KNXV	11/06/12	11/06/12	M-F 430pm-5pm	CM	430pm-5pm	- T - - - - -	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	- T - - - - -					1	\$2,500.00		0.00			
N 5	KNXV	10/30/12	11/02/12	M-F 10-1035pm	CM	10pm-1035pm	- TWTF - -	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$3,500.00		0.00			
N 6	KNXV	10/30/12	11/02/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$5,000.00		0.00			
N 7	KNXV	11/05/12	11/05/12	Monday 7-9pm	CM	7pm-9pm	M - - - - -	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
				Monday Prime 7-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M - - - - -					1	\$20,000.00		0.00			
N 8	KNXV	10/31/12	10/31/12	Wednesday Prime C	CM	9pm-10pm	- - W - - - -	:30	1	\$12,000.00	FX	0.00	NM	1	\$12,000.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$12,000.00		0.00			
N 9	KNXV	11/04/12	11/04/12	Sunday Prime A	CM	6pm-7pm	- - - - - S	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
				Sunday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$10,000.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 10 \$57,750.00